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UNIVERSIDAD DE BUENOS AIRES

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La Secretaría de Asuntos Académicos ha apreciado la importancia y significación de la visita a nuestro país del prestigioso profesor británico J. Christopher Jones y, con tal motivo, ha propiciado la realización de una mesa redonda que, sobre el tema "Estado actual de los estudios sobre Metodología del Diseño", se habrá de llevar a cabo el lunes 3 de abril de 1978, a las 11.

Han sido especialmente invitados:

- S.E. el señor Secretario de Estado de Vivienda y Urbanismo,
  Arq. Máximo Vázquez Llona
- el Presidente del Consejo Profesional de Arquitectura,
  Arq. Adolfo Baltazar Zani
- Arq. Mario Roberto Alvarez
- Arqs. Aslan y Ezcurra
- Arq. Alfredo C. Casares
- Arqs. del S.E.P.R.A.
- Arq. Clorindo Testa

Además del profesor visitante, participarán en la mesa redonda:

- Arq. Miguel Asencio
- Arq. Carlos Bruguera
- Arq. Héctor Bruzzoni
- Arq. Jorge Gazaneo
- Arq. Luis Grossman
- Arq. Fernando Montagú
- Arq. José Aldo Piña

JOHN CHRISTOPHER JONES EN LA FAU

En el mes de diciembre de 1967 -hace poco más de diez años- se realizaba en Portsmouth el Simposio sobre los Métodos de Diseño en Arquitectura. La representación del encuentro no sólo sorprendió a sus propios organizadores (hubo una concurrencia de cuatrocientas personas) sino que se multiplicó después a través la difusión de crónicas, resúmenes y artículos que encendieron la polémica en Facultades de Arquitectura de todo el mundo.

Uno de los disertantes del Simposio de Portsmouth, el profesor John Christopher Jones, se encuentra ahora en la Argentina.

Será sin duda importante para docentes y profesionales verificar cuál es, a juicio de Jones, la situación de la metodología de diseño diez años después. A muchos -habituados a complejas disquisiciones con mucho texto y poco contenido- sorprenderá la claridad y sencillez del pensamiento de quien fue uno de los precursores en el tema.

En su ponencia de Portsmouth propuso una simple clasificación de las distintas corrientes expuestas: el enfoque de "caja negra" (black-box), el enfoque de "caja de cristal" (galss-box), el control, la observación, la estructura de los problemas y el diseño en evolución.

Una frase de Christopher Jones puede servir como introducción a una línea conceptual: "Es racional creer que los actos están controlados inconscientemente, e irracional esperar que el diseño sea susceptible de una explicación enteramente racional".

El campo es muy vasto, está comprendido entre las vertientes milenarias de lo lógico y lo mágico. Seguiremos indagando cuál es la porción que mejor se acomoda al hombre de nuestro tiempo.

El profesor John Christopher Jones fue catedrático de Tecnología del Diseño Industrial en la Universidad de Manchester y en Sheffield. Fue Subdirector de la Sociedad para la investigación del Diseño y es el inspirador de la Open University, difundida a través de la cadena de televisión B.B.C. de Londres.

Ha pronunciado numerosas conferencias acerca del diseño en Inglaterra, otros países de Europa, Estados Unidos y Japón. Ha publicado también numerosos artículos y uno de sus libros sobre Métodos de Diseño acaba de editarse en España.

Profesor Arq.Luis Grossman

J. CHRISTOPHER JONES

BIBLIOGRAFIA, AÑOS 1950-1975

SECTION ONE 1950 to 1960 (1 to 37)

To combine arts with sciences practically theoretically (1, 5, 7); man-machine communications (11, 24, 27, etc.); structural similarities between pre-industrial and post-industrial (16); elaborated (19 to 23); summarised (29); a social method for designing what no one person knows (31).

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SECTION THREE 1961 to 1969 (39 to 79)

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